1988 RESIDENT TOURISM ATTITUDE SURVEY

Department of Tourism and Parks
Department of Regional Industrial Expansion
March, 1989

DEPARTMENT OF TOURISM AND PARKS

1988 RESIDENT TOURISM ATTITUDE SURVEY

March 10, 1989

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DEPARTMENT OF TOURISM AND PARKS
1988 RESIDENT TOURISM ATTITUDE SURVEY
FOREWORD

This report presents findings obtained from a survey of 307 residents of Prince Edward Island during the period March 2 to April 1, 1988. The survey explored resident attitudes in relation to the following:

I	Experience in the Tourism Industry
II	General Impressions of the Tourism Industry
III	Impressions of the Quality of Service
IV	Impressions of the Fixed Link Proposal
V	Impressions of Provincial Non-Commercial Parks
VI	Impressions of the Provincial Signage System
VII	Impressions of Development Opportunities

The Department is indebted to Tourism Canada for their cooperation.

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1988 RESIDENT TOURISM ATTITUDE SURVEY
MARCH 7 - APRIL 1
HIGHLIGHTS

I. INDUSTRY EXPERIENCE

Almost 5% or 14 of the 307 respondents claim they owned a tourism-related business. About 2% of respondents state they are presently employed in the tourism industry, while approximately 20% indicate they had previously worked in the industry.

Five of the 6 respondents who are presently employed in the tourism industry say their jobs are seasonal. All of these state they enjoy working in tourism.

Twenty-two percent (22%) of the 60 respondents who were previously employed in the industry worked in restaurants; 8.3% in motels; another 8.3% in commercial campgrounds; and 7% with the Department of Tourism. Forty-eight percent (48%) of these respondents were employed as service workers, 22% as managers and 17% as general labourers. Almost 85% of the jobs were of a seasonal nature; 95% of this group enjoyed working in tourism.

II. GENERAL IMPRESSIONS OF THE TOURIST INDUSTRY

How Important is the Tourism Industry?

The tourism industry is the second largest revenue generator in Prince Edward Island. The importance of tourism to the Prince Edward Island economy is recognized by the majority of respondents with the industry being ranked number one, two and three by 14%, 31% and 25% respectively.

What do Tourists like about Prince Edward Island?

When residents were asked what they feel tourists like about Prince Edward Island, 23% of the responses indicate scenery; 20%, the quiet way of life; 16%, the beaches; 11%, the hospitality; and another 11%, the uniqueness of being an Island.

What do Islanders feel are Prince Island's most Important Attributes?

Twenty-four percent (24%) of responses indicate that beaches are an important attribute; 11%, the scenery; 10%, the quiet way of life; and 9%, the hospitality.

Does the Tourism Industry have Potential for Growth?

Almost 95% of the residents interviewed feel that the tourism industry has potential for growth. Approximately 19% say this potential is because of the opportunities for expansion in the East and West; 30% indicate there are opportunities because of the large tracts of undeveloped land; and 11% state that more dollars spent promoting tourism will result in growth. Curiously, only 5% believe the tourism industry has potential for expansion if a fixed link was in place.

Of the 14 respondents that indicate the tourism industry does not have potential for growth, 5O% say this is because the Island is already is too crowded.

Is it Desirable to Attract more Visitors ?

Almost 85% of respondents feel it is desirable to attract more visitors to the Island. Approximately 66% indicate visitors should be attracted year round; 39% favour the winter; 38%, the fall; 33%, the summer; and 29%, the spring.

III. IMPRESSIONS OF THE QUALITY OF SERVICE

How do Islanders Rate the Quality of Service?

On a scale of one to ten, the quality of service provided by the Island tourism industry was assigned ranks of 10, 9, 8, and 7 by 8%, 16%, 46% and 20% of respondents respectively. Compared to other destinations, 49% ranked the quality of service on Prince Edward Island 'the same'; 35% rated it 'better'; and 10%, 'much better'. Only 6% ranked the quality 'not as good'.

What Suggestions can Islanders offer to Improve the Quality of Service?

When asked how to improve the quality of service, 31% suggest providing training for food service employees; 14% feel Islanders should be courteous with tourists; 8% recommend that more tourism courses be provided to tourist operators, while 7% believe service in hotels should be improved.

What other Aspects of the Tourism Industry need Improvement?

Approximately 30% of those surveyed feel more tourist areas in the east and west should be developed; 15% suggest that highways should be improved, and 6% recommend that the tourist industry spend more money on advertising.

IV. IMPRESSIONS OF THE FIXED LINK PROPOSAL

What Impact will the Fixed Link have on the Industry?

Fifty-three percent (53%) of responses indicate that the construction of a fixed link will increase tourism year-round; 12%, that it will have no effect on regular visitors; and 9%, that tourists will stay for shorter periods.

Almost 54% of respondents feel the Island way of life will be affected if a fixed link is constructed. Twenty-seven percent (27%) of these believe the fixed link will attract too many tourists; 11%, that it will take away our Island identity; 10%, that it will attract more undesirables; and 9% hold that it will provide residents easier access to the mainland. Almost 13% say that businesses will benefit, and there will be more job opportunities for islanders.

V. IMPRESSIONS OF PROVINCIAL NON-COMMERCIAL PARKS

Are Provincial Parks an Integral Part of the Industry?

Provincial Parks are considered an integral part of the Island tourism industry by 95% of those surveyed. Of these, 22% feel they play an important role because they are small and quiet; 17% say they provide needed recreational facilities, and about 13% indicate they offer beautiful scenery.

Almost 93% of respondents maintain that provincial parks provide a useful service to residents. Of these, 32% say they provide facilities for picnic and family affairs; 12% state they enjoy uncrowded parks; 11% feel they are good for week-end campers; 10% indicate they are used by Islanders; 9% believe they offer beautiful scenery; and another 7% claim they provide beach access.

What type of Development will Enhance our Provincial Parks?

Approximately 18% feel more washroom facilities could be provided; 17% suggest there should be larger children's playgrounds in the parks; 13% indicate they should be well maintained; and another 6% of respondents believe that more security should be provided.

VI. IMPRESSIONS OF THE PROVINCIAL SIGNAGE SYSTEM

Only 25% or 78 respondents actually could explain the difference between highway directional signs and highway information signs. In this group, both types of signs received favourable ratings for ease of reading, appearance, information provided, safety and the number of signs. The main suggestion for improvement made by 26% or 21 respondents was that the signs should provide more information.

VII. IMPRESSIONS OF DEVELOPMENT OPPORTUNITIES

What Type of Development will Improve our Provincial Image?

Twenty-two percent (22%) of residents feel that improvements should be made to our highways; 11% recommend we should promote our accessibility; and 7% believe we should develop and promote nature areas. Surprisingly, only 78 or 25% of respondents suggest that there is a need for more facilities or services on Prince Edward Island. Of these, 13% state that picnic sites and rest stops are needed; 11% say more nature-orientated activities should be provided; and 10% indicate they would like to see more recreational activities.

I. EXPERIENCE IN THE TOURISM INDUSTRY

A. WHAT IS YOUR PRESENT OCCUPATION?

	NUMBER	%
PROFESSIONAL, TECHNICAL WORKER	45	14.8
FARMERS AND FARM MANAGERS	5	1.6
MANAGERS AND ADMINISTRATORS	15	4.9
CLERICAL AND KINDRED WORKERS	22	7.2
SALES WORKERS	7	2.3
CRAFTSMEN AND KINDRED WORKERS	11	3.6
OPERATIVES AND TRANSPORT	22	7.2
SERVICE WORKERS	21	6.9
FARMS LABORERS AND FARM FOREMEN	5	1.6
LABORERS EXCEPT FARM	42	13.8
STUDENT	10	3.3
HOUSEWIFE	38	12.5
RETIREES	44	14.4
UNEMPLOYED	18	5.9
TOTAL	305	100.0

B. DO YOU OWN A TOURISM-RELATED BUSINESS?

	NUMBER	%
1) YES	14	4.6
2) NO	293	95.4
TOTAL	307	100.0

C. ARE YOU PRESENTLY EMPLOYED IN THE TOURISM INDUSTRY?

	NUMBER	%
1) YES	6	2.0
2) NO	301	98.0
TOTAL	307	100.0

D. IN WHAT TYPE OF TOURISM BUSINESS ARE YOU EMPLOYED?

	NUMBER	%
RESTAURANT	1	16.7
DEEP-SEA FISHING	1	16.7
PROVINCIAL PARK	1	16.7
RENTING APARTMENTS	1	16.7
DEPARTMENT OF TOURISM	1	16.7
COMMERCIAL CAMPGROUND	1	16.7
TOTAL	6	100.0

E. WHAT IS YOUR OCCUPATION?

	NUMBER	%
MANAGER - ADMINISTRATOR	1	16.7
CLERICAL	1	16.7
SERVICE WORKER	2	33.3
LABORERS, EXCEPT FARM	2	33.3
TOTAL	6	100.0

F. IS YOUR JOB SEASONAL OR YEAR ROUND?

	NUMBER	%
SEASONAL	5	83.3
YEAR ROUND	1	16.7
TOTAL	6	100.0

G. DO YOU ENJOY WORKING IN THE TOURISM INDUSTRY?

	NUMBER	%
YES	6	100.0
NO	0	0.0
TOTAL	6	100.0

H. HAVE YOU EVER BEEN EMPLOYED IN A TOURISM-RELATED BUSINESS?

	NUMBER	%
1) YES	60	19.5
2) NO	247	80.5
TOTAL	307	100.0

I. WHEN WERE YOU LAST EMPLOYED IN A TOURISM-RELATED BUSINESS?

	NUMBER	%
IN 1988	9	5.0
IN 1987	6	10.0
IN 1986	4	6.7
IN 1985	2	3.3
IN 1984 OR BEFORE	39	65.0
TOTAL	60	100.0

J. IN WHAT TYPE OF TOURISM BUSINESS WERE YOU EMPLOYED?

	NUMBER	%
COTTAGE RENTAL	3	5.0
DRIVE-IN THEATRE	1	1.7
RESTAURANT	13	21.7
MOTEL	5	8.3
DEEP-SEA FISHING	3	5.0
GOLF COURSE	2	3.3
TOUR GUIDE	2	3.3
LOUNGE	1	1.7
TRAILER PARK	1	1.7
PROVINCIAL PARK	3	5.0
CAMPERS' SUPPLY STORE	3	5.0
RENTING APARTMENTS	1	1.7
DEPARTMENT OF TOURISM	4	6.7
RENT FAMILY HOME	2	3.3
CRAFT SHOP	1	1.7
RAINBOW VALLEY	1	1.7
HOTEL	1	1.7
COMMERCIAL CAMPGROUND	5	8.3
THEATRE	2	3.3
TRAVEL AGENCY	1	1.7
RESORT COMPLEX	3	5.0
MOTEL DESK CLERK	2	3.3
TOTAL	60	100.0

K. WHAT WAS YOUR OCCUPATION?

	NUMBER	%
MANAGER - ADMINISTRATOR	13	22.0
CLERICAL	4	6.8
SERVICE WORKER	32	54.2
LABOURERS,EXCEPT FARM	10	16.9
TOTAL	59	100.0

L. WAS YOUR JOB SEASONAL OR YEAR-ROUND?

	NUMBER	%
SEASONAL	51	85.0
YEAR-ROUND	9	15.0
TOTAL	60	100.0

M. DID YOU LIKE WORKING IN THE TOURISM INDUSTRY?

	NUMBER	%
YES	57	95.0
NO	3	5.0
TOTAL	60	100.0

II. GENERAL IMPRESSIONS OF THE TOURIST INDUSTRY

A. RANK THE FOLLOWING INDUSTRIES IN ORDER OF IMPORTANCE:

	NO1	%	NO2	%	NO3	%	NO4	%	NO5	%	TOTAL	%
FISHERIES	103	33.8	79	25.9	94	30.8	20	6.6	9	3.0	305	100.0
CONSTRUCTION	60	19.7	20	6.6	59	19.3	126	41.3	40	13.1	305	100.0
AGRICULTURE	103	33.8	84	27.5	56	18.4	56	18.4	6	2.0	305	100.0
TOURISM	43	14.1	94	30.8	76	24.9	50	16.4	42	13.8	305	100.0
MANUFACTURING	9	3.0	28	9.2	18	5.9	49	16.1	201	65.9	305	100.0

B. WHY DO TOURISTS LIKE TO VISIT PRINCE EDWARD ISLAND?

	NUMBER	%
SCENERY	108	22.5
QUIET WAY OF LIFE	98	20.4
BEACHES	75	15.6
FRIENDLY PEOPLE, HOSPITALITY	51	10.6
CLIMATE	11	2.3
SECLUSION OF PEI	19	4.0
VISIT FRIENDS AND RELATIVES	10	2.1
UNIQUENESS OF BEING AN ISLAND	51	10.6
OTHER	57	11.9
TOTAL	480	100.0

C. WHAT ARE PEI'S MOST IMPORTANT ATTRIBUTES?

	NUMBER	%
SCENERY	88	11.3
BEACHES	188	24.1
QUIET WAY OF LIFE	73	9.4
UNCROWDED CONDITIONS	20	2.6
SMALL CITIES AND TOWNS	22	2.8
ANNE OF GREEN GABLES	38	4.9
AVAILABILITY OF SEAFOOD	23	2.9
NATIONAL PARK	24	3.0
HOSPITALITY AND FRIENDS	68	8.7
CHARLOTTETOWN FESTIVAL	23	2.9
OTHER	213	27.3
TOTAL	780	100.0

D. DO YOU FEEL THE TOURISM INDUSTRY HAS POTENTIAL FOR GROWTH?

	NUMBER	%
1) YES	293	95.4
2) NO	14	4.6
TOTAL	307	100.0

E. WHY DO YOU FEEL THE TOURIST INDUSTRY HAS POTENTIAL FOR GROWTH?

	NUMBER	%
MANY AREAS UNDEVELOPED	92	31.1
TOURISM SPENDING INCREASES EACH YEAR	32	10.8
PEOPLE LIKE THE PEACE AND QUIET	14	4.7
BECAUSE OF THE FIXED LINK	14	4.7
SHOULD BE MORE WIDELY ADVERTISED	12	4.1
OUR UNIQUE LIFESTYLE IS ATTRACTIVE	13	4.4
EXPAND IN THE EAST AND WEST	57	19.3
DEVELOP MORE MAJOR ATTRACTIONS	20	6.8
DEVELOP NATURE-ORIENTED ACTIVITIES	12	4.1
OTHER	30	10.1
TOTAL	296	100.0

F. WHY DO YOU FEEL THE TOURIST INDUSTRY HAS NO POTENTIAL FOR GROWTH?

	NUMBER	%
IT IS TOO CROWDED	7	100.0
TOTAL	7	100.0

G. IS IT DESIRABLE TO ATTRACT MORE VISITORS?

	WEST PRINCE		CENTRAL PRINCE		SUMMERSIDE CENTRAL		SOUTH CENTRAL		NORTH CENTRAL		CH'TOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) YES	33	84.6	7	100	15	93.8	37	88.1	21	91.3	45	88.2	25	96.2	34	69.4	43	79.6	260	84.7
2) NO	6	15.4	0	0.0	1	6.3	5	11.9	2	8.7	6	11.8	1	3.8	15	30.6	11	20.4	47	15.3
TOTAL	39	100	7	100	16	100	42	100	23	100	51	100	26	100	49	100	54	100	307	100

H. WHEN SHOULD WE BE TRYING TO ATTRACT MORE VISITORS?

	YES		NO		NO RESPONSE		TOTAL	
	#	%	#	%	#	%	#	%
1) YEAR ROUND	176	57.3	92	30.0	39	12.7	307	100.0
2) SUMMER	87	28.3	180	58.6	40	13.0	307	100.0
3) WINTER	103	33.6	164	53.4	40	13.0	307	100.0
4) SPRING	78	25.4	190	61.9	39	12.7	307	100.0
5) FALL	101	32.9	167	54.4	39	12.7	307	100.0

I. WHAT CONTRIBUTION CAN YOU MAKE TO THE TOURISM INDUSTRY?

	NUMBER	%
BE FRIENDLY TO TOURISTS	377	80.0
PROMOTE PEI TO TOURISTS	11	2.3
PROMOTE PEI OFF ISLAND	27	5.7
ENCOURAGE TOURISTS TO VISIT ALL OF PEI	20	4.2
KEEP ROADSIDES CLEAN	15	3.2
GET INVOLVED WITH OUR ISLAND	14	3.0
OTHER	7	1.5
TOTAL	471	100.0

J. WOULD YOU CONSIDER STARTING YOUR OWN TOURISM-RELATED BUSINESS?

	NUMBER	%
1) YES	121	39.4
2) NO	186	60.6
TOTAL	307	100.0

III IMPRESSIONS OF THE QUALITY OF SERVICE

A. HOW WOULD YOU RATE THE QUALITY OF SERVICE? (SCALE OF 1 TO 10)

SCALE	NUMBER	%
1. WORST	0	0.0
2.	0	0.0
3.	1	0.3
4.	4	1.4
5.	11	3.8
6.	12	4.2
7.	57	19.9
8.	131	45.6
9.	47	16.4
10. BEST	24	8.4
TOTAL	287	100.0

B. HOW DOES THE QUALITY OF SERVICE COMPARE WITH OTHER DESTINATIONS?

	NUMBER	%
1) MUCH BETTER	28	9.7
2) BETTER	102	35.2
3) SAME	142	49.0
4) NOT AS GOOD	18	6.2
5) VERY POOR	0	0.0
TOTAL	290	100.0

C. WHAT SUGGESTIONS CAN YOU OFFER TO IMPROVE THE QUALITY OF SERVICE?

	NUMBER	%
TRAIN FOOD SERVICE EMPLOYEES	58	31.0
IMPROVE SERVICE IN HOTELS	13	7.0
HAVE MORE FERRIES AT WOOD ISLANDS	10	5.3
RANDOM SERVICE CHECK	10	5.3
MORE RURAL VISITOR INFORMATION CENTRES	10	5.3
BE PATIENT AND COURTEOUS WITH TOURISTS	26	13.9
MORE EDUCATION FOR TOURIST OPERATORS	15	8.0
OTHER	45	24.1
TOTAL	187	100.0

D. WHAT OTHER ASPECTS OF THE TOURISM INDUSTRY NEED IMPROVEMENT?

	NUMBER	%
IMPROVE HIGHWAYS	43	15.1
PROVINCIAL PARKS	12	4.2
DEVELOP OTHER AREAS EAST AND WEST	86	30.2
ADVERTISING	16	5.6
MORE HIGHWAY SIGNS	14	4.9
OTHER	114	40.0
TOTAL	285	100.0

IV. IMPRESSIONS OF THE FIXED LINK PROPOSAL

A. WHAT IMPACT WILL THE FIXED LINK HAVE ON THE INDUSTRY?

	NUMBER	%
INCREASE TOURISM YEAR ROUND	179	53.4
DECREASE TOURISM - THEY LIKE FERRY	16	4.8
TOURISTS WILL STAY FOR SHORTER PERIOD	30	9.0
NO EFFECT ON REGULAR VISITORS	40	11.9
THE NUMBER OF VISITORS WILL DECREASE	14	4.2
WILL ATTRACT MORE WEEKEND TOURISTS	11	3.3
INCREASE TOURISM INITIALLY	16	4.8
OTHER	29	8.7
TOTAL	335	100.0

B. DO YOU FEEL THE ISLAND WAY OF LIFE WILL BE AFFECTED?

	NUMBER	%
1) YES	166	54.1
2) NO	141	45.9
TOTAL	307	100.0

C. IN WHAT WAY WILL THE ISLAND WAY OF LIFE BE AFFECTED?

	NUMBER	%
EASIER ACCESS TO MAINLAND	20	8.9
BUSINESSES WILL BENEFIT	15	6.7
WILL ATTRACT TOO MANY TOURISTS	61	27.2
WILL ATTRACT TOO MANY UNDESIRABLES	23	10.3
IT WILL TAKE AWAY OUR IDENTITY	25	11.2
MORE JOBS FOR ISLANDERS	15	6.7
OTHER	65	29.0
TOTAL	224	100.0

V. IMPRESSIONS OF PROVINCIAL NON-COMMERCIAL PARKS

A. ARE PROVINCIAL GOVERNMENT PARKS AN INTEGRAL PART OF THE INDUSTRY?

	NUMBER	%
1) YES	290	94.5
2) NO	17	5.5
TOTAL	307	100.0

B. WHY DO YOU FEEL THEY ARE SO IMPORTANT?

	NUMBER	%
POSSIBLE TO CAMP IN MANY PEI PARKS	32	7.8
VISITORS LIKE GOLF COURSES	10	2.5
THEY ARE SMALL AND QUIET	91	22.3
THEY ARE CLEAN, WELL MAINTAINED	20	4.9
THEY GET PEOPLE BACK TO NATURE	15	3.7
PROVIDE ALTERNATIVES TO COMMERCIAL PARKS	16	3.9
MORE PRIVACY FOR FAMILY CAMPING	21	5.1
PROVIDE RECREATIONAL FACILITIES	72	17.6
PROVIDE BEACH AREA FOR TOURIST USE	24	5.9
SOURCE OF ISLAND HISTORY	12	2.9
EASILY ACCESSIBLE	12	2.9
SCENERY	51	12.5
OTHER	32	7.8
TOTAL	408	100.0

C. DO PROVINCIAL PARKS PROVIDE A USEFUL SERVICE TO RESIDENTS?

	NUMBER	%
1) YES	284	92.8
2) NO	22	7.2
TOTAL	306	100.0

D. WHY DO YOU FEEL PROVINCIAL PARKS PROVIDE A USEFUL SERVICE?

	NUMBER	%
USED BY ISLANDERS FOR CAMPING	7	1.7
EASILY ACCESSIBLE	27	6.6
USED FREQUENTLY BY LOCALS	36	8.8
PARKS ARE FAMILY-ORIENTED	7	1.7
FACILITIES FOR PICNICS	132	32.3
GOOD FOR WEEKEND CAMPERS	43	10.5
PROVINCIAL PARKS NOT SO COMMERCIAL	8	2.0
ENJOY UNCROWDED PARKS	47	11.5
PROVIDE BEACH ACCESS	29	7.1
ISLANDERS ENJOY THE SCENERY	36	8.8
CLEAN AND WELL MAINTAINED	13	3.2
OTHER	24	5.9
TOTAL	409	100.0

E. WHAT TYPE OF DEVELOPMENT WILL ENHANCE OUR PROVINCIAL PARKS?

	NUMBER	%
HAVE LARGER CHILDREN'S PLAYGROUND	42	16.8
MORE SECURITY	16	6.4
HAVE PARKS OPEN LONGER	10	4.0
MORE NATURE-ORIENTED ACTIVITIES	13	5.2
KEEP WELL MAINTAINED	33	13.2
MORE WASHROOM FACILITIES	44	17.6
PROVIDE CANTEENS	12	4.8
PROVIDE EVENING ENTERTAINMENT	11	4.4
OTHER	69	27.6
TOTAL	250	100.0

VI. IMPRESSIONS OF THE PROVINCIAL SIGNAGE SYSTEM?

A. DO YOU KNOW THE DIFFERENCE BETWEEN HIGHWAY DIRECTIONAL SIGNS AND HIGHWAY INFORMATION SIGNS?

	NUMBER	%
1) YES	78	25.4
2) NO	229	74.6
TOTAL	307	100.0

B. RATE HIGHWAY INFORMATION SIGNS COMPARED TO OTHER PROVINCES.
SCALE 1 TO 10 (10 HIGHEST)

QUALITY	RTG-1		RTG-2		RTG-3		RTG-4		RTG-5		RTG-6		RTG-7		RTG-8		RTG-9		RTG-10		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) EASY TO READ	0	0.0	0	0.0	1	1.3	3	3.9	5	6.5	1	1.3	14	18.2	34	44.2	12	15.6	7	9.1	77	100.
2) APPEARANCE	0	0.0	1	1.3	2	2.6	0	0.0	4	5.2	5	6.5	14	18.2	31	40.3	15	19.5	5	6.5	77	100.
3) INFORMATION	0	0.0	1	1.3	1	1.3	1	1.3	4	5.2	6	7.8	12	15.6	36	46.8	12	15.6	4	5.2	77	100.
4) SAFETY	0	0.0	0	0.0	0	0.0	3	3.9	7	9.1	5	6.5	15	19.5	27	35.1	15	19.5	5	6.5	77	100.
5) NO. OF SIGNS	0	0.0	2	2.6	2	2.6	3	3.9	7	9.1	5	6.5	15	19.5	24	31.2	14	18.2	5	6.5	77	100.

C. RATE HIGHWAY DIRECTIONAL SIGNS COMPARED TO OTHER PROVINCES.
SCALE 1 TO 10 (10 HIGHEST)

QUALITY	RTG-1		RTG-2		RTG-3		RTG-4		RTG-5		RTG-6		RTG-7		RTG-8		RTG-9		RTG-10		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) EASY TO READ	1	1.3	0	0.0	3	3.9	5	6.5	6	7.8	3	3.9	13	16.9	24	31.2	17	22.1	5	6.5	77	100.
2) APPEARANCE	1	1.3	0	0.0	1	1.3	5	6.6	4	5.3	3	3.9	15	19.7	28	36.8	16	21.1	3	3.9	76	100.
3) INFORMATION	1	1.3	2	2.7	1	1.3	7	9.3	6	8.0	8	10.7	15	20.0	21	28.0	11	14.7	3	4.0	75	100.
4) SAFETY	1	1.3	0	0.0	3	3.9	3	3.9	6	7.8	6	7.8	16	20.8	24	31.2	14	18.2	4	5.2	77	100.
5) NO. OF SIGNS	0	0.0	2	2.7	1	1.3	7	9.3	7	9.3	8	10.7	15	20.0	21	28.0	11	14.7	3	4.0	75	100.

D. WHAT SUGGESTIONS CAN YOU OFFER FOR IMPROVING HIGHWAY SIGNS?

	NUMBER	%
NEED MORE DIRECTIONAL SIGNS	6	7.3
DIRECTIONAL SIGNS SHOULD BE LARGER	4	4.9
SHOULD BE MORE INFORMATION ON SIGNS	21	25.6
USE MORE COLOUR ON SIGNS	8	9.8
USE FLUORESCENT PAINT ON ALL SIGNS	5	6.1
KEEP ALL SIGNS WELL MAINTAINED	6	7.3
COLOUR CONTRAST COULD BE IMPROVED	5	6.1
DIFFERENT SHAPE - ESTABLISHMENT TYPE	4	4.9
TOO MANY SIGNS IN ONE PLACE	5	6.1
OTHER	18	22.0
TOTAL	82	100.0

VII IMPRESSIONS OF DEVELOPMENT OPPORTUNITIES

A. WHAT TYPE OF DEVELOPMENT WILL IMPROVE OUR PROVINCIAL IMAGE?

	NUMBER	%
EMPHASIZE HERITAGE	8	2.6
PROMOTE FAMILY VACATIONS	10	3.3
UPGRADE, BEAUTIFY HOMES, FARMS	20	6.5
PROMOTE ATTRACTIONS	8	2.6
MAINTAIN A CLEAN ENVIRONMENT	16	5.2
BUILD THE FIXED LINK	10	3.3
FOCUS ADS ON WAY OF LIFE IN PEI	17	5.6
PROMOTE ACCESSIBILITY	34	11.1
DEVELOP NATURAL AREAS, PROMOTE NATURE	22	7.2
IMPROVE HIGHWAYS	68	22.2
OTHER	93	30.4
TOTAL	306	100.0

B. ARE THERE TOURIST FACILITIES OR SERVICES NEEDED ON PEI?

	WEST PRINCE		CENTRAL PRINCE		S'SIDE		SOUTH CENTRAL		NORTH CENTRAL		CH'TOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) YES	9	23.1	1	14.3	3	18.8	18	42.9	5	21.7	17	33.3	5	19.2	8	16.3	12	22.2	78	25.4
2) NO	30	76.9	6	85.7	13	81.3	24	57.1	18	78.3	34	66.7	21	80.8	41	83.7	42	77.8	229	74.6
TOTAL	39	100.0	7	100.0	16	100.0	42	100.0	23	100.0	51	100.0	26	100.0	49	100.0	54	100.0	307	100.0

C. WHAT TYPE OF TOURIST FACILITIES OR SERVICES ARE NEEDED?

	NUMBER	%
PUBLIC WASHROOMS	7	8.0
REST STOPS, PICNIC SITES	11	12.5
MORE QUALITY RESTAURANTS	5	5.7
CHARLOTTETOWN BUS SERVICE	3	3.4
NATURE-ORIENTED ACTIVITIES	10	11.4
ACTIVITIES FOR CHILDREN	3	3.4
MORE BED & BREAKFASTS	3	3.4
MORE LARGE FAIRS	3	3.4
SIDEWALK CAFES	3	3.4
MORE RECREATIONAL ACTIVITIES	9	10.2
HISTORICAL INFORMATION	4	4.5
OUTDOOR BANDSTANDS	3	3.4
OTHER	24	27.3
TOTAL	88	100.0

METHODOLOGY

1988 Residents Attitude Survey

The survey was conducted by telephone with 307 residents of Prince Edward Island during the period March 2, 1988 to April 1, 1988.

Prince Edward Island residents both urban and rural, 18 years of age and over were interviewed by three staff members at the Visitor Information Centre in Charlottetown. Each interviewer was assigned a county. Telephone numbers were selected at random in the local exchanges in order to obtain a representative distribution. Interviews were conducted during the late afternoon and evening hours throughout the week and on Saturday as indicated below:

Monday - Friday	3:00 p.m. - 10:30 p.m.
Saturday	10:00 a.m. - 5:30 p.m.